COMPUTERS IN BUSINESS

Levels: 8-9
Units of Credit: Semester (.5)
CIP Code: 520111
Prerequisite: Keyboarding I and/or Keyboarding Applications

COURSE DESCRIPTION

Students will explore Economics, Marketing, Desktop Publishing, and Web Page Design. Computers will be used as an integral part of this class to incorporate and review these business concepts.

CORE STANDARDS

STANDARD 0000-01	**Students will continue to improve keyboarding skill.**
OBJECTIVE 0101	Students will use correct keyboarding technique to improve speed and accuracy. This includes the following: • eyes on copy or screen, not on keys • fingers curved and oriented to home row • correct fingers used for keystrokes • key with smooth rhythm and quiet hands • forearms parallel to slant of keyboard; wrists low but not resting on any surface • proper sitting posture: body centered, feet provide balance elbows naturally at sides.
OBJECTIVE 0102	Students will demonstrate a speed increase of 4 words per minute with an accuracy level of no more than 6 errors within a 3 minute timing. Students at 50 words per minute or greater should be rated at the teacher's discretion.
STANDARD 0000-02	**Students will understand and demonstrate basic economic concepts.**
OBJECTIVE 0201	Students will be able to explain the difference between wants and needs.
OBJECTIVE 0202	Students will identify the difference between goods and services.
OBJECTIVE 0203	Students will identify the three economic resources: natural resources, human resources, and capital resources.
OBJECTIVE 0204	Students will be able to define and understand the basic economic problem of scarcity.
OBJECTIVE 0205	Students will list the steps in the economic decision making process and use this process in making decisions.
OBJECTIVE 0206	Students will be able to define and determine opportunity cost.

OBJECTIVE 0207	Students will define supply and demand and explain the effect of price as it relates to supply and demand.
STANDARD 0000-03	**Students will understand budgeting.**
OBJECTIVE 0301	Students will be able to list four benefits of creating a budget.
OBJECTIVE 0302	Students will identify fixed and variable expenses.
OBJECTIVE 0303	Students will understand the importance of saving.
OBJECTIVE 0304	Students will create a budget.
STANDARD 0000-04	**Students will understand and demonstrate basic stock market concepts.**
OBJECTIVE 0401	Students will be able to identify the three types of business ownership: sole proprietorships, partnership, and corporations.
OBJECTIVE 0402	Students will understand what stock (equity) is as it pertains to ownership in a public corporation.
OBJECTIVE 0403	Students will be able to define and explain basic stock market terminology including the following: stock, stock market, stockbroker, commission, stock exchange, shareholders, dividends, bull market, and bear market.
OBJECTIVE 0404	Students will be able to read stock quotes in the newspaper and on the Internet.
OBJECTIVE 0405	Students will simulate the buying and selling of stock including determining gain/loss on the sale of that stock.
STANDARD 0000-05	**Students will understand and demonstrate basic marketing principles.**
OBJECTIVE 0501	Students will be able to define basic marketing terms: target market, market research, and advertising.
OBJECTIVE 0502	Students will know the 4 P's of marketing (marketing mix): product, place, price, and promotion.
OBJECTIVE 0503	Students will understand consumer motivations including rational motives, emotional motives, and patronage motives.
OBJECTIVE 0504	Students will identify different advertising media: magazines, newspapers, television, direct mail, radio, Internet ads, and billboards.
OBJECTIVE 0505	Students will create advertisements, including logos and slogans, for a min. of 3 of those options.(Objective 0504)
STANDARD 0000-06	**Students will understand basic entrepreneurship concepts.**
OBJECTIVE 0601	Students will define entrepreneur and entrepreneurship.
OBJECTIVE 0602	Students will identify entrepreneurs and the products or services they develop.
OBJECTIVE 0603	Students will identify the skills and characteristics of entrepreneurs.

OBJECTIVE 0604	Students will evaluate whether they might be a good entrepreneur.
STANDARD 0000-07	**Students will apply basic desktop publishing concepts.**
OBJECTIVE 0701	The students will learn basic desktop publishing terminology: headline, copy, illustration, masthead, nameplate/banner.
OBJECTIVE 0702	The students will learn and understand basic design elements and page layout concepts including white space, color, page balance, and design.
OBJECTIVE 0703	Students will learn how to format text and graphics.
OBJECTIVE 0704	Students will create an advertisement which includes 2 fonts, 2 font colors, 2 font sizes, and a graphic.
OBJECTIVE 0705	Students will create a newsletter with a masthead/nameplate/banner, 3 columns and a graphic in each column.
STANDARD 0000-08	**Students will be able to create a basic web page using HTML and a web page editor.** *Note: Web pages created by students in this class may not be published without following district guidelines.*
OBJECTIVE 0801	Students will create a home page using HTML. Students will use HTML tags to create a basic web page including a title heading, sub-heading, body text, and text enhancements (i.e. font color, bold, italics, font size, etc.), and a graphic.
OBJECTIVE 0802	The students will use a web page editor to create a web page including creating a link to an existing web page. The web page should also include a title heading, sub-heading, body text, and text enhancements (i.e. font color, bold, italics, font size, etc.), and a graphic.
OBJECTIVE 0803	The students will create a third web page using a web page editor and link it to the original home page created in Objective 0801. Students will create a link to the student's 2nd home page(Objective 0802). The 2nd web page should also include a title heading, sub-heading, body text, text enhancements (i.e. font color, bold, italics, font size, etc.), and a graphic.